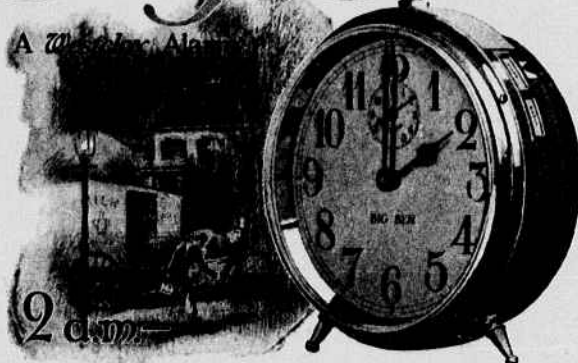


Big Ben



For the Cream of the Day

TWO A. M.—inky dark—that's when Big Ben starts the milkman's day.

Out of bed like a boy on the Fourth—nudges Big Ben to a hush—takes up the tune as he whistles to work.

You've heard that patter of nimble feet—the clink of bottles in the wire tray—the rattle of boxes, of cans and ice—the giddap—the wheels—the merry tune—all un-mindful of the world at sleep. You've wondered.

Try Big Ben *yourself* a little earlier. See how he'll bring you the cream of the day—rich morning hours that start you right and stretch out till night with minutes a-plenty for every task. And you'll take up his tune and smile through the day.

Big Ben is six times factory tested. At your jeweler's, \$2.50 in the States, \$3.00 in Canada. Sent prepaid on receipt of price if your jeweler doesn't stock him.

Westclox folk build more than three million alarms a year—and build them well. All wheels are assembled by a special process—patented, of course. Result—accuracy, less friction, long life.

La Salle, Ill. U. S. A. Western Clock Co.

Makers of *Westclox*

Other *Westclox*: Pocket Ben, Baby Ben, America, Bingo, Sleep-Meter, Lookout, Ironclad.

You Clean Your Clothes Before Putting Them Away for the Winter. Why Not Clean Your Town?

IN a few more days the leaves will all be off the trees. The kindly covering that nature has spread over dirty back yards and unpainted houses will be stripped away.

Anybody standing on the hill behind the church and looking over your town will be able to tell at a glance who are the good and who are the bad citizens in it.

If I were the banker in your town, I would stand on that hill and study the houses very carefully.

I would say to myself:

"Jones' house has just been painted: his yard is spick and span. That fellow must be pretty sound and solid underneath."

And I would say:

"Smith's place looks awful. House unpainted; yard unkempt. They say he's making money, but I think he will bear watching. There must be something the matter with a man whose mind is so fixed on money that he lives in an unpainted house."

Before nature strips your town naked, why not get together—all of you—and make it a thing of beauty?

Set aside one of these lovely October weeks as a Paint-Up and Clean-Up Week, and go to it.

The folks in Cincinnati have done that each year for several years. What has it done for them?

Well, for one thing, it has reduced their fire insurance bill \$160,000 a year.

Can you imagine any better way to teach good citizenship to the boys and girls than through a week's work for a cleaner town? Read this record of the children in one public school:

Outdoors—Alleys swept, 110; benches scrubbed, 45; coops painted, 29; fences painted, 180; garbage cans cleaned, 134; gardens planted, 468; gates repaired, 47; gutters cleaned, 31; porches cleaned, etc., 100; sheds cleaned, 125; steps scrubbed, 180; sidewalks cleaned, 130; trash burned, 216; trees planted, 350; yards cleaned, 720; total outdoors items, 2865.

Indoors—Attics cleaned, 197; beds enameled, 315; baths cleaned, 166; baseboards washed, 6; bicycles painted, 9; buffets cleaned, 2; bureaus varnished, 134; carpets beaten, 330; ceilings whitewashed, 112; cellars cleaned, 370; chandeliers cleaned, 4; chiffonniers cleaned, 2; chairs scrubbed, 370; closets cleaned, 346; curtains washed, 112; cupboards cleaned, 16; clocks painted, 13; cabinets cleaned, 8; dayports cleaned, 60; desks cleaned, 129; ornaments washed, 304; doors varnished, 295; dressers cleaned, 147; floors painted, 358; furnaces cleaned, 23; furniture varnished, 180; frames gilded, 19; globes varnished, 10; halls scrubbed, 242; houses cleaned, 21; ice-boxes enameled, 283; kitchens scrubbed, 200; linoleum scrubbed, 112; laundries cleaned, 26; mattresses cleaned, 12; mattresses cleaned, 68; pianos cleaned, 11; pictures cleaned, 175; pantries cleaned, 56; bedrooms cleaned, 65; rugs beaten, 60; steps washed, 150; screens scrubbed, 109; stoves cleaned, 35; shutters painted, 40; sinks enameled, 25; stands painted, 15; tables washed, 35; trunks cleaned, 10; washstands painted, 27; window-sills scrubbed, 98; walls papered, 195; windows washed, 300; woodwork scrubbed, 135; total indoors items, 8112.

Sir Christopher Wren, the great English architect, designed many of London's finest buildings. Over his grave, which lies in the heart of London, is engraved:

If you would see his monument, look about you.

That's a pretty good epitaph. Why not adopt it for yourself?

Why not be the man who changed your town from shabbiness into beauty?

You can do it. You can start a Paint-Up and Clean-Up Week by spending a 2-cent stamp.

Write to Allen W. Clark, Chairman of the National Clean-Up and Paint-Up Bureau, Kinloch Building, St. Louis. He will send you a big package of literature telling how other communities have cleaned up.

Mr. Clark has nothing to sell. His literature is free.

The children of Israel spent forty years in the wilderness; yet we have no record of any single death from typhoid or cholera or other plagues.

Why?

Because every day was clean-up day.

"In every tent," commanded Moses, "let there be a piddle. And any man who has rubbish or garbage to throw out of the camp, let him take that piddle with him and bury it immediately."

"For the Lord thy God walketh in the midst of thy camp," said Moses, "to deliver thee; . . . therefore shall thy camp be holy; that he see no unclean thing in thee, and turn away from thee."

Moses, if he lived in your town, would send for that clean-up and paint-up literature *now*.

Bruce Barton, Editor.

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